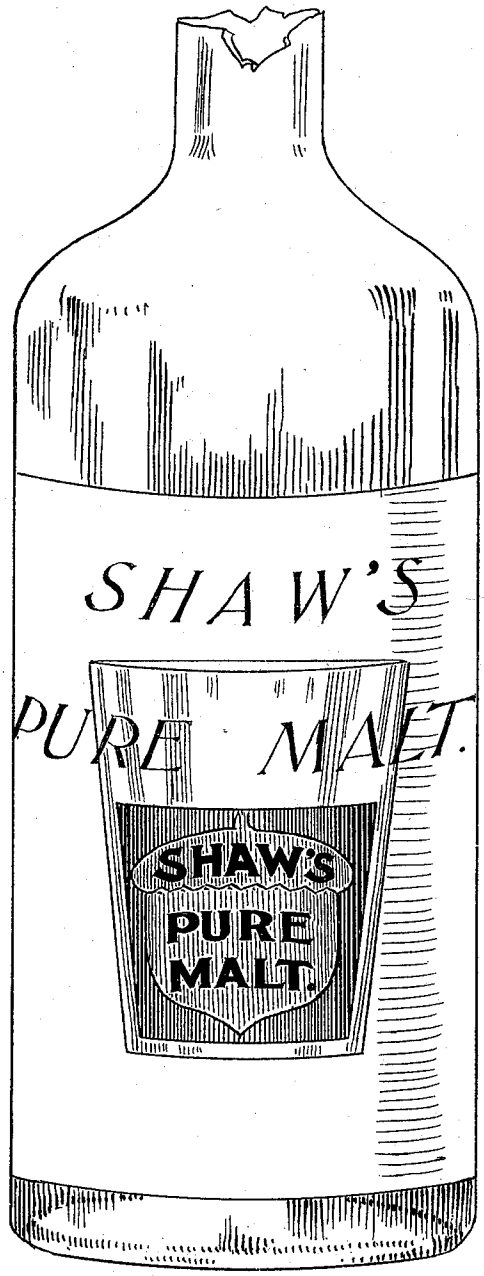
No. 635,098. Patented Oct. 17, 1899.

G. HENCKEL.

SHOW OR DISPLAY CARD OR LABEL.

(Application filed Aug. 28, 1899.)

(No Model.)



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GEORGE HENCKEL, OF CINCINNATI, OHIO, ASSIGNOR TO BERNHEIM BROTHERS, OF LOUISVILLE, KENTUCKY.

SHOW OR DISPLAY CARD OR LABEL.

SPECIFICATION forming part of Letters Patent No. 635,098, dated October 17, 1899.

Application filed August 28, 1899. Serial No. 728,699. (No model.)

To all whom it may concern:

Be it known that I, GEORGE HENCKEL, a citizen of the United States, residing at Cincinnati, in the county of Hamilton and State of Ohio, have invented certain new and useful Improvements in Show or Display Cards or Labels, of which the following is a full and exact specification.

My invention relates to show cards or labels, and more especially to that class of cards or labels adapted to be affixed to bottles or other similar transparent vessels and also to the method of affixing said labels thereto, as will be more fully hereinafter described, and for the purpose of exemplification I have illustrated in the accompanying drawing, which forms a part of this specification, a side elevation of the body portion of a glass bottle with my improved display cards or labels affixed thereto.

My invention consists in providing a label or display card which may contain any display or printed matter desired and which is especially to be affixed to bottles or other transparent vessels adapted to contain liquids, such as whisky and the like, which is pervious to light, the one label preferably having thereon the illustration of a glass and the label being cut away at a point within the outlines of the sides and bottom of the glass illustrated, so that the contents of the bottle are visible at this point, thus giving the appearance of a glass partially filled with the liquid contents. Affixed to the opposite side of the bottle is another label provided with advertising matter and this label so affixed to the opposite side of the bottle or vessel that the printed matter or design may be read or seen from the other side of the bottle through the cut-out portion of the label opposite, as illustrated in the accompanying drawing, in which the words "Shaw's Pure Malt," printed on the representation of an acorn on the label affixed to the opposite side of the bottle, are visible through the cut-out portion of the label containing the representation of a glass.

Instead of using two or more labels, as above specified, one label or card may be used which will entirely encircle the bottle or other vessel, to which it may be affixed and arranged as above set forth, so that any design or printed matter which may be on the label, preferably on the side adjacent to the bottle, may be read from the opposite side of the bottle through a cut-out portion of the label on said opposite side. So, also, instead of the representation of a glass on the label a decanter or any other suitable illustration may be shown, and the cut-out portion instead of being rectangular, as shown, may be circular or otherwise, as desired, or it may be desired instead of cutting away a portion of the label, as above specified, to provide it with perforations at the desired point through which the printed matter or design on the opposite side of the bottle may be visible, and I do not wish to limit myself to the exact form shown in the drawing; but

What I do claim, and desire to secure by Letters Patent, is—

1. A show card or label to be affixed to a transparent vessel containing any transparent substance, comprising a main label containing any desired advertising matter and affixed to one side of said vessel, said label provided with a cut-out or perforated portion, and a secondary label or card provided with suitable advertising matter and affixed to the opposite side of said vessel and so arranged that the advertisement or printed matter thereon may be read through the cut-out or perforated portion of the main label and through the transparent vessel, substantially as specified.

2. The art or method of applying display cards or labels to bottles or other transparent vessels, which consists in affixing a label to the transparent vessel and containing thereon the representation of a glass or other desired object, said label being cut away or perforated at a point within the outlines of said representation on one side of the transparent vessel, and providing any desired advertisement or printed matter on said label at a point opposite said cut-away or perforated portion of the label on the opposite side of said transparent vessel, thereby permitting the same to be read therethrough, substantially as shown and described.

3. The art or method of affixing display cards or labels to glass bottles or other transparent vessels, which consists in affixing the labels to said transparent vessel, one of said labels provided with any desired advertisement on its face and having a portion cut away or perforated and affixed to one side of said vessel, and another label having any desired design, preferably on its side adjacent to said vessel, and so affixed to the opposite side of the vessel that its design is visible through said cut-away or perforated portion, substantially as shown and specified.

GEORGE HENCKEL.

Witnesses:
GEORGE MILLER GIBSON,
WILLIAM KAULBACH ACHERT.